

VISION EXERCISE

“The Club, not as it is, but as it has become...”

What would your club look like if you implemented a new Vision for your club in the next three years?

Three years in the future, you are invited to a neighborhood party where you meet a few people who just moved to your community. You are in a conversation with a group who ask you how you got involved in the community. You tell them about Rotary and what your club has accomplished over the past three years. To help you organize your thoughts about what you would tell them, fill out the following pages.

Be brief with bullet points, sound bites, or headlines about what has happened in your club over the last three years using the specifics outlined on this form. Begin thinking about how your club aligned with the Rotary Action Plan which includes how you have accomplished the following: (*See **Rotary’s Vision Statement** handout)

- Increased your Ability to Adapt
- Expanded your Reach
- Enhanced Participant Engagement
- Increased your Impact

Do not express your intentions of what you would like to do with I will, I hope, or, I intend. Instead, describe your accomplishment with an action verb in the past tense. For example, we **increased** our Membership by 20. Or we **held** a family social once a quarter. Or we **received** a Global Grant for \$250,000 for Economic Development in Africa.

Place yourself fully in the future. What would you tell your new neighbors about your club’s accomplishments over the last three years? Complete your exercise within the next 30 minutes.

Over the past 3 years, because of our exceptional blend of vision, membership attributes that embrace flexibility, projects, activities, partnerships, and use of the Rotary Action Plan as a guide to broaden our ability to serve, we have accomplished the following:

Priority: Increase our Ability to Adapt
How we are known and how we connect

Because of the **Vision** we **pursued** our club is known for the following: ...
(How is your club perceived in the community? For example: **What does your Club “Stand For”** in your Community? Who are you now? What have you become? How are you described by members and those outside the club? Avoid referring to specific programs at this time. You will list specific programs later in this exercise.)

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Because we embraced flexibility and changed our **club** to be more **relevant** to our membership and our community, our club now... (What changes have you made in your club structure or procedures? For example: Did you change your meeting time? Or do you meet only twice a month for a meeting, once a month for a social, and once a month for a service project? Or did you make meals pay as you go? Or did you develop a Satellite club or try another Club Model? *See **Club Models** handout.)

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Priority: Expand our Reach

Attributes are who we are

Public Image is how we communicate who we are & what we do

Because of our determination to grow our **club size**, we now have _____ members.

Because of our efforts, our **club attributes** are now ... (How do you describe your club and club members? For example: What are your demographics, qualities, characteristics, traits, core values, diversities, etc.?)

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Because of our attention to **Public Image**, we increased awareness of Rotary in our community by... (How do those outside of your club view your club and know of your club? For example: How are you promoting your club to the general public? How do you make the general public aware of projects and programs? Are you using the Brand Center to develop brochures? Have you updated your website to the new Rotary Branding? Do you use social media, construct signage or bill boards, or use the "People of Action" campaign?)

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Priority: Enhance Participant Engagement:
How our members are active

Because of our attention to **engaging our members**, we ... (How did you engage your members? For example: Did you create relevant/dynamic weekly programs, provide opportunities for membership engagement at all club functions, offer opportunities for personal (friendships) and professional (networking) connection, or implement tools for internal club communication? Did you encourage participation in activities beyond the club level, engage new members immediately, have active committee work, hold club socials, and include fun☺?)

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Because we provided the following **Leadership Development and Skills Training**, we... (What opportunities did you provide for developing leaders? For example: Did you encourage Toastmasters participation, create awareness of any Leadership programs provided by your district? Did you mentor within the club, create continuity planning for club leadership, or educate your members about the importance of impactful service projects?)

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Priority: Increase our Impact
How we serve at home and afar

Because we valued **serving our community**, we took part in the following ...
(Did you do **Community Service** projects? Examples are community assessment, highway cleanup, helping at the food banks. Did you do **Vocational Service** projects? Examples are 4-Way Test contests, ethics programs, career days, mentoring. Did you do **Youth Service** programs? Examples are Interact, Rotaract, and other local youth programs. Did you utilize **District Grants** that were applied for and received to do service projects in your community?)

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Because we are an **International Service** club, we also... (What International Service projects did you do? For example: Have you been active with Global Grants, Vocational Training Teams, Global Scholar programs, Youth Exchange, or Polio Plus? Did you participate with other Rotary districts, clubs, or partners in International Service? Have you created innovative ways to serve and work from afar?)

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Because we had the following **Fundraisers** that raise this amount of money:
 (Tell the name of the fundraiser and what the dollar amount raised per year)

PROJECTS:

DOLLARS RAISED:

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\$ _____/Yr

•

\$ _____/Yr

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\$ _____/Yr

Because we raised the following funds for **The Rotary Foundation** (and if applicable, our Club Foundation or Endowment): *(For example, what percentage of members are Sustaining Members, Paul Harris Fellows, multiple PHF, Benefactors, Paul Harris Society, Bequest Society and Major Donors? What Annual Giving, Every Rotarian Every Year (EREY) and Permanent Fund levels are attained? How does the club support PolioPlus? *See **The Rotary Foundation** handout)*

The Rotary Foundation

If We Have a Local Club Foundation or Endowment *(example, with my club foundation or endowment we are funding scholarships, supporting a youth program or a food pantry...)*

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